



# Scaling Agri-Startups: Promoting Innovations

Rashtriya Krishi Vikas Yojana (RKVY)

Remunerative Approaches for Agriculture and  
Allied Sector Rejuvenation (RAFTAAR)



## Startup Agribusiness Incubation Programme (SAIP) - Cohort 1

**Centre for Innovation and Agripreneurship (CIA)**

(A Centre of Excellence in Agribusiness Incubation and Knowledge  
Partner of RKVY-RAFTAAR)

**National Institute of Agricultural Extension Management (MANAGE)**

**Hyderabad, India**

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## About the Publication

Agri startups highlighted in this publication participated in the Startup Agribusiness Incubation Programme (SAIP) and were part of the two-month residential training programme conducted at MANAGE, Hyderabad, under the RKVY-RAFTAAR scheme of the Ministry of Agriculture & Farmers' Welfare (MoA&FW), Government of India.

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Ministry of Agriculture  
& Farmers' Welfare



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**Smt. G. Jayalakshmi, IAS**  
Director General, MANAGE

Startups play a crucial role in promoting innovations in the entrepreneurial ecosystem. Through innovation, several startups are not only challenging the dominance of established corporates and other traditional actors, but are also providing easier and innovative solutions to several emerging problems. The startups are vibrant with novel ideas and possess practical approach to identify creative ways to solve issues and also to provide better services. These startups, fraught with their innovation, have come to the rescue of afflicted farmers in solving the problems of Indian agriculture. The new breed of entrepreneurs and startups have started to lead the way for disrupting the agricultural sector in India. It has become imperative to blend agricultural strategies with technological innovations to leverage the efforts of agri startups. Big Data analytics, Supply Chain/market-linked model, Internet of Things (IoT), engineering-led innovations are the primary sub-sectors where agri startups are emerging.

The Government of India has taken several initiatives to boost support to the agri startups. From Information Communication Technologies (ICTs), mobile apps, farm automation, weather forecasting, and drone use to inputs retailing, equipment renting and online vegetable marketing, technology is pervasive. Multiple enabling policies have been implemented to support agri startups, their early take-off and successful operations. Agri startups offer a critical solution across the agricultural value chain in the form of a product, service or an application. The growth of startups in India needs a strong impetus for agri-sector to flourish. India has already built a credible name for itself in the global startup community. Now, it's time to make agri startups successful and propel India forward as a leader in the agri-technology sector too. MANAGE-Centre for Innovation and Agripreneurship (CIA) is well-equipped and fully geared up to make this happen for India.

(G. Jayalakshmi)





**Dr. Saravanan Raj**

Director (Agricultural Extension), MANAGE &  
CEO, MANAGE-Centre for Innovation and Agripreneurship (CIA)

This Coffee Table Book showcases the successful contributions of several agri startups and agripreneurs through their innovations in the agribusiness field, which has made a significant impact on the agribusiness startup community, in particular, and on the agricultural industry, in general. A few of the innovations highlighted in this publication include AgriRain's precision irrigation systems to save water and increase productivity; SPACPT's solar solutions to farmers; Intech Harness' Aldriven and IoT-ready solutions for water conservation and easy farm operations; Eco Agripreneurs' farmer training on scientific cultivation of crops to optimise agro-inputs and improve yield levels; JD Superfoods' direct integration of farms with existing food supply chain; Prakriti O Prakritik's marketing services for Fast-Moving Consumer Goods (FMCG) and processed organically-grown foods; ABY Farmers' solution to ensure better prices to farmers for their produce; Doctor Mushrooms' solutions to turn waste into useful products; Farmers Fresh Zone's services to swiftly deliver farm fresh produce to consumers; EasyKrishi's agribusiness model to ensure better agricultural practices; Farmify's solution to sponsor the cultivation activities of small and marginal farmers; AgWiq's IoT solutions for smart autonomous irrigation; Sri Suvarna Crop Clinic's diagnostic, guidance and consultancy services for pest and disease management; Vraksh Agritech's digital solutions to revolutionise agriculture; and Kultivate's solutions to make Indian agricultural industry data-science ready for 4.0 are noteworthy.

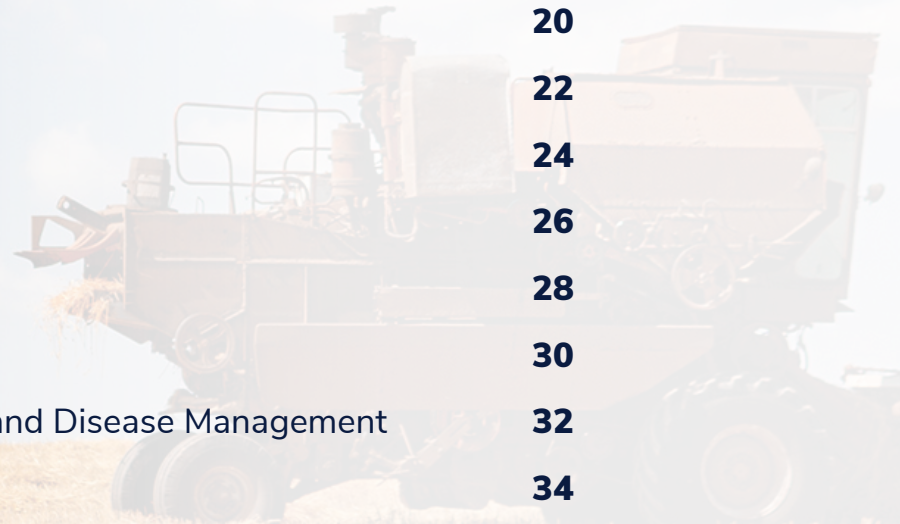
I hope these agri startups and agripreneurs will make it BIG through their innovative ideas and solutions, with the support of MANAGE and other stakeholders.

(Saravanan Raj)



# Table of Contents

Rural Entrepreneurship through Social Engineering	4
Solar Solutions for Farmers	6
Technology for Easy Farm Operations and Water Conservation	8
Towards a Pesticide Residue-free Farmer's Produce	10
NYOU for Happy and Healthy Customer Lifestyle	12
Value-added Consumer Goods from Farm Produce	14
Increasing Income of Farmers	16
Turning Waste into Useful Products	18
Quick Delivery of Farm Fresh Produce to Consumers	20
One-Stop Supply-Chain Solution for Farmers' Needs	22
Agri-Business Model for Better Agricultural Practices	24
The last mile solutions in Agriculture	26
Agriculture as an Investment Option for Investors	28
IoT Solutions for Smart Autonomous Irrigation	30
Diagnostic, Guidance and Consultancy Services for Pest and Disease Management	32
Revolutionising Agriculture through Digital Solution	34
Making Indian Agricultural Industry Data-Science Ready for 4.0	36





## Diagnostic, Guidance and Consultancy Services for Pest and Disease Management

Sri Suvarna Crop Clinic provides lab-based diagnostic, guidance and consultancy services for control of various pests and diseases, weeds at reasonable cost.

It also undertakes control operations at reasonable prices using its own equipment and arranges suitable inputs such as vermi-compost, bio-fertilisers, bio pesticides, bio-products and other agri-inputs such as fertilisers and seeds.

Sri Suvarna Crop Clinic also undertakes plant protection services from seed-to-harvest and provides recommendation on fertiliser application and fertility management.



Lab based Diagnostic



Guidance



Consultancy Services



**Mohana Kumar Raguthu**  
Founder, SSCCL

Mr. Mohana Kumar Raguthu (Raguthu) holds PG degrees in Biotech (M.Sc.) and Management (MBA), and has 13 years of research and industrial experience. He has a vision to be an agripreneur.

After completion of training, Raguthu conducted market survey in surrounding areas of Srikakulam, Vizianagaram, Visakhapatnam in AP and collected feedback from farmers and marketing experts, and launched Sri Suvarna Crop Clinic Laboratory (SSCCL) and microbial production unit simultaneously.

In 2018, SSCCL was selected for ICAR – Agri-Startup and Entrepreneurship Conclave, UPAYA (Unleashing Potential in Agriculture for Young Agripreneurs) as top-100 startups. In 2016, Raguthu was selected as an ABI incubatee by ICAR-IIOR, Hyderabad, under National Agriculture Innovation Fund.

SSCCL aspires to promote chemical residual-free farming produce to save health of mankind and nature.



## **RKVY-RAFTAAR**

Rashtriya Krishi Vikas Yojana – Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY – RAFTAAR) was launched in 2017-18 by the Ministry of Agriculture and Farmers' Welfare (MoA&FW), Government of India, to give impetus to agriculture and allied sectors through promotion of innovation and agripreneurship by facilitation of financial aid to agribusiness incubation centres.

The objective of RKVY-RAFTAAR is to support incubation of agribusiness by tapping and harnessing the innovations and technologies for creating new ventures in agriculture.

Under regular RKVY-RAFTAAR scheme, 70% of the annual outlay is allocated among States according to the given criteria under three heads, viz., (1) Infrastructure & Assets; (2) Value-addition-linked Production Projects (Agribusiness Models); and (3) Flexi Funds.

The Innovation and agripreneurship development comes under RKVY-RAFTAAR special sub-schemes. Under this, 10% of the annual outlay is allocated for encouraging innovation and agri-entrepreneurs through skill development and financial support. It will support incubatees, incubation centres, Krishi Vigyan Kendras (KVKs), awards, etc.

To specifically cater to the needs and approaches for agribusiness promotion, the Government of India launched a remodelled RKVY-RAFTAAR in 2017-18 with an element of innovation and agripreneurship. This initiative strives to provide an impetus to promote agripreneurship and agri startups. In this process, incubation facilities and expertise already available with participating academic, technical, management and R&D institutions in the country shall be utilised on an individual or collective basis to harness their synergies.

## MANAGE-CIA

MANAGE - Centre for Innovation and Agripreneurship (CIA) is a Centre of Excellence (CoE) in Agribusiness Incubation and Knowledge Partner for strengthening, hand-holding and demonstrating best practices to the RKVYMANAGE RAFTAAR Agri-Business Incubators (R-ABIs).

MANAGE was established in 1987, as the National Centre for Management of Agricultural Extension at Hyderabad, by the Ministry of Agriculture & Farmers Welfare, Government of India, as an autonomous Institute. In recognition of its importance and expansion of activities all over the country, its status was elevated to that of a National Institute in 1992 and re-christened to its present name, i.e., National Institute of Agricultural Extension Management. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector.

MANAGE strives to nourish agritech startups at every stage and reinforces its unflagging support to all such agri startups and agripreneurs, who contribute to the betterment of the agricultural and allied sectors, and thereby contribute to the country's GDP and economic growth.

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